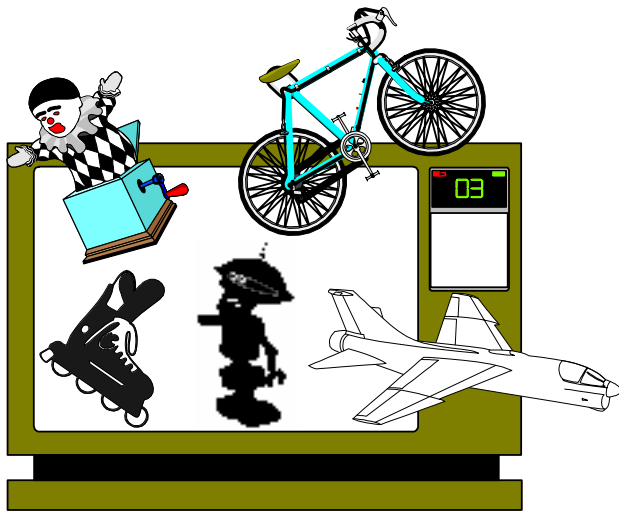


Facts for Consumers

Toy Ads on Television

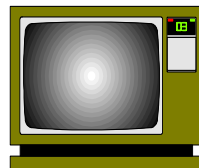


Federal Trade Commission
Bureau of Consumer Protection
Office of Consumer & Business Education
(202) 326-3650

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Toys advertised on television can be an important part of a child's "wish list" for birthdays or holidays. And television advertisements are an important source of information about toys. After all, they show children new products and help illustrate what these products can do. But some children, especially young ones, may have trouble separating fact from fantasy in ads — figuring out how a toy works outside its imaginary setting or determining whether toy parts shown are sold separately.

To prevent disappointments, you can help your children better understand what they see on television ads. For example, you may explain that toys advertised on TV, like all products, are made to seem as appealing as possible. You also may point out that the purpose of advertising is to sell products, and that not all information about a toy may be included in the ad.



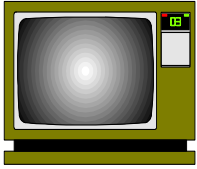
Evaluating Television Ads

Help your children evaluate toy advertisements by talking about the following issues:

- ◆ **Toy ads may exaggerate a toy's performance.** A toy on a television ad may seem to make elaborate sounds or move by itself, when it can't. You may want to talk about how special sound effects, production techniques, camera work, or

editing can be used to enhance a toy's operation. Many ads show toys being used in imaginary settings in ways that don't represent how they may work in your home. Help your children focus on the part of an ad that shows a toy's real-life operation.

- ◆ **Toys may require special skills or extensive practice.** In some ads, toys may look easy to play with or operate. The truth is they may require hours of practice before they can be used as shown. Remind your children that because of different levels of skills and talents, not all toys are appropriate for all kids.
- ◆ **Toys may not be sold with all the pieces displayed in the ad.** You may want to help your child determine what pieces actually come with a toy. Some toys may be shown with parts from more than one package. Others may be depicted in elaborate play settings that you can't replicate at home. Tell your children to watch and listen for key phrases like "pieces sold separately" or "batteries not included."
- ◆ **Toys may have to be assembled.** Toys in ads may look ready to be played with. The fact is that many require assembly before play can begin. In some cases, the assembly may be difficult or time consuming. Children should pay attention to whether an ad says "some assembly required."



Buying Toys

It's fun to buy — and receive — toys. Here's how to make the most of upcoming toy purchasing and gift-giving occasions — and lessen the chances of frustration or disappointment.

- ◆ **Talk to your children about advertising they see on television.** Once they own a particular toy, talk about its performance. Does it perform the way they thought it would? What kind of information do they need before they buy another toy? Is another toy a better buy?
- ◆ **Do research before making a purchase.** Encourage your child to look carefully at a toy and its package in the store — and to ask friends for their experiences. Try to determine how the toy actually performs, what pieces come with it, and how much assembly is required.
- ◆ **Check the recommended age level on the toy package.** This is the manufacturer's guide to appropriateness and required skill level.



For More Information

The Federal Trade Commission Act requires all toy advertising to be truthful and non-deceptive or misleading. If you have questions or concerns about toy advertisements, write to Correspondence Branch, Federal Trade Commission, Washington, D.C. 20580. Your comments help the FTC in its law enforcement efforts.

For additional information about children and advertising, write to: Children's Advertising Review Unit (CARU), Council of Better Business Bureaus, Inc., 845 Third Avenue, New York, N.Y. 10022. CARU was established by the advertising industry to review and evaluate children's advertising.